

Development of Program Components

Guidelines, Tips, Ideas

Introduction

- Work on introduction last.
- Write it out.
- Set the audience's expectations: how long the talk will take, what type of program, that there will be time afterwards for asking questions, etc.
- Gain good will, respect, credibility, rapport.
- Introduce talk's theme, subtly or directly.
- Pow! Grab attention. Your goal is provocation.
 - Arouse curiosity.
 - Ask a question.
 - Make a striking quotation.
 - Open with a startling assertion or fact.
 - Tell about an interesting, *short* personal experience or humorous anecdote.
 - Use a dramatic prop or effect.

Body

- **Work on the body first.**
- Do *not* write it out in word-for-word detail. (However, by the end of the season you will probably want to either have it written out word-for-word or have it videotaped so that when you return the following summer you will not have lost track of all of the facts, fine points, perfectly worded passages, delivery techniques, etc., that you worked so hard to develop.)
- Try for 3 main points, 5 main points, at most 7 main points.
- *Plan* your transitions between the main points. You may want to write out, word-for-word, the sentence that you will use to make your transition.
- The body serves the following purposes:
 - Substantiates points with data, real-life examples, authoritative quotes.
 - Explains interrelationships by describing how pieces of the talk fit together in a cohesive package.
 - Presents important concepts from *several perspectives*.
 - Explains complex concepts as well as technical terms that are crucial to understanding your message.
- Use a logical sequence (props can help you remember the order).
- ***Plan transitions.*** Write them out.
- Rule of thumb: As a minimum, every main idea (chunk) should be illustrated in some way.
- Be aware of different learning styles and include material for all types. At minimum, visual & active components to supplement verbal.
- Reiterate the theme and touch on both its tangible and intangible aspects.
- Most common mistakes: too much info, theme that is too general or not well thought through causing muddled message or components not hanging together in a satisfyingly coherent way.

Conclusion

- Work on conclusion after the body of the program and before the introduction.
- Like the introduction, think it through carefully. Write it out.
- The last words are likely to be remembered the longest.
- Make it clear that the program is ending.
- Suggestions for closings:
 - **Summarize** and briefly restate the main points you covered.
 - Make an **appeal for action** and provide information about how audience can help solve a situation.
 - Quote **thought-provoking** poetry, saying, or idea from a book or article.

Question & Answer

- This can be as valuable a time for connection with visitors as the program itself.
- ALWAYS repeat questions before answering.
- May invite people with questions to the front so others may leave if they wish.
- Remain at the site until all visitors have left. Be available to everyone that you can.
- If you don't know, don't fake it...
 - "That's a great question. Here's where to find an answer..."
 - "That's a great question. Here's a blank postcard. Put your name, address and question on it, give it back to me and I'll look up the answer and send it to you."

After It's All Over

- How did it go?
- What could you have done differently or better?
- What innovation will you try next time?